

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6296520 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP19/12 19.40

REP: MAKEGOOD
 SPOTS CANCELED ON LN'S 24,44,100
 LN'S 130-131 ADDED AS MG'S
 TTI SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN
 CON CM OBAMA FOR AMERICA

Handwritten initials

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
24	S		900A-1000A	30		\$275.00	9/12	9/14	1		W-F	1
PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2												
44	S		200P-300P	30		\$125.00	9/12	9/14	3		W-F	3
PROGRAM : RACHEL RAY CON COM1: RACHEL RAY												

9/25/12 FCC (B)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
100	S		630P-700P	30		\$5,000.00	9/9	9/9	0		SUN	0
100	S		630P-700P	30		\$5,000.00	9/16	9/16	0		SUN	0
100	S		630P-700P	30		\$5,000.00	9/23	9/23	1		SUN	1
100	S		630P-700P	30		\$5,000.00	9/30	9/30	1		SUN	1
PROGRAM : NBC NEWS SUN CON COM1: NBC NEWS SUN												
130	A		900P-930P	30		\$4,800.00	9/27	9/27	1		THU	1
PROGRAM : OFFICE CON COM1: OFFICE												
131	A		400P-500P	30		\$600.00	9/19	9/21	1		W-F	1
PROGRAM : DR OZ CON COM1: DR OZ												

SEP/12 200545.00 OCT/12 14060.00 CONTRACT TOTAL 214605.00
 TOTAL SPOTS 244

MARKET TOTALS \$731,523 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- SEP/PJ
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 776 Issue 6



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 214605	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News TWT...	02	65	30 Comme	Nbr of Spots 3					3	195
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots				1	1	25
6	M-F 5a News ...F..	06	75	30 Comme	Nbr of Spots 1					1	75
9	M-F 530a News ...F..	06	125	30 Comme	Nbr of Spots 1					1	125
12	M-F 6a News TWT...	02	1000	30 Comme	Nbr of Spots 1					1	1000
13	M-F 6a News ...F..	06	325	30 Comme	Nbr of Spots 1					1	325
17	M-F 7a Today Show TWT...	02	1500	30 Comme	Nbr of Spots 1					1	1500
22	M-F 9a Today Show II TWT...	03	650	30 Comme	Nbr of Spots 2					2	1300
Weekly Totals:					43	49	71	65	17	244	
Total Spots(Ord Spots)					2	4	1	9	16		
Closed PR					2	4	1	9	16		

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23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots	1					1	275
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots	1					1	80
34	M-F 12p Today Show III ...F..	06	100	30 Comme	Nbr of Spots	1					1	100
38	M-F 1p Days Of Our Lives ...F..	06	200	30 Comme	Nbr of Spots	1					1	200
42	M-F 2p Rachael Ray .TWT...	03	250	30 Comme	Nbr of Spots	3					3	750
43	M-F 2p Rachael Ray ...F..	06	125	30 Comme	Nbr of Spots	1					1	125
46	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots					1	1	125
47	M-F 3p Doctors .TWT...	04	425	30 Comme	Nbr of Spots	1					1	425
48	M-F 3p Doctors ...F..	06	225	30 Comme	Nbr of Spots	1					1	225
52	M-F 4p Dr Oz .TWT...	03	650	30 Comme	Nbr of Spots	1					1	650
53	M-F 4p Dr Oz	06	300	30 Comme	Nbr of Spots	1					1	300
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56	M-F 4p Dr Oz M.....	06	300	30 Comme					1	1	300
57	M-F 5p News ..TWT...	04	850	30 Comme	2					2	1700
58	M-F 5p News ...F..	06	450	30 Comme	1					1	450
62	M-F 530p News ..TWT...	03	825	30 Comme	3					3	2475
63	M-F 530p News ...F..	06	450	30 Comme	1					1	450
67	M-F 6p News ..TWT...	02	2000	30 Comme	1					1	2000
68	M-F 6p News ...F..	06	600	30 Comme	1					1	600
74	M-F 7p News ...F..	06	500	30 Comme	1					1	500
77	M-F 730p Entertainment Tonight ..TWT...	01	2000	30 Comme	1					1	2000
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	1					1	500
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82	M-Su 11p News ..TWT...	02	2000	30 Comme	Nbr of Spots 1					1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	Nbr of Spots 1					1	625
85	M-Su 11p News MTWTF..	06		30 Comme	Nbr of Spots Closed PR			3		3	
87	M-F 1135p ET / 1035p CT Tonight Show ...F..	06	325	30 Comme	Nbr of Spots 1					1	325
96	Sat 1130p ET / 1030p CT Saturday Night LiveS.	06	600	30 Comme	Nbr of Spots 1					1	600
98	Sun 9a NewsS	06	150	30 Comme	Nbr of Spots 1					1	150
99	Sun 12p NewsS	06	75	30 Comme	Nbr of Spots 2					2	150
100	Sun 6p NewsS	06	375	30 Comme	Nbr of Spots 1					1	375
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme	Nbr of Spots Closed PR					1	
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104	Mon 10p ET / 9p CT Grimm M.....	06		30 Comme		1				1	
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme			1			1	1800
106	Tue 10p ET / 9p CT Parenthood ..T.....	06	1800	30 Comme			1			1	1800
107	Fri 9p ET / 8p CT GrimmF..	06	1700	30 Comme	1	1				2	3400
108	Sat 9p ET / 8p CT Saving HopeS.	06		30 Comme	2					2	
109	Sat 9p ET / 8p CT Chicago FireS.	06		30 Comme				1		1	
110	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme	1	1				2	10000
111	M-Th, Su 430a News ..WT....	06	25	30 Comme		4				4	100
112	M-Th, Su 430a News ..WT....	06	25	30 Comme			4			4	200
115	M-F 6a News ..WTF..	03	700	30 Comme		1				1	700
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117	M-F 7a Today Show ..WTF..	06	450	30 Comme	Nbr of Spots	2				2	900
119	M-F 9a Today Show II ..WTF..	06	275	30 Comme	Nbr of Spots	1				1	275
121	M-F 10a News ...F..	03	160	30 Comme	Nbr of Spots	1				1	160
122	M-F 10a News ..WTF..	03	160	30 Comme	Nbr of Spots	1				1	160
124	M-F 11a Daytime ..WTF..	03	160	30 Comme	Nbr of Spots	2				2	320
126	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	1				1	200
128	M-F 1p Days Of Our Lives ..WTF..	06	200	30 Comme	Nbr of Spots	2				2	400
130	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme	Nbr of Spots	3				3	375
131	M-F 2p Rachael Ray .TWTF..	06	125	30 Comme	Nbr of Spots	1		4	4	8	1000
132	M-F 3p Doctors ..WTF..	06	225	30 Comme	Nbr of Spots	1				1	225
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
134	M-F 4p Dr Oz ..WTF..	06	300	30 Comme		3				3	900
135	M-F 4p Dr Oz ..TWTF..	06	300	30 Comme			3	3		6	1800
136	M-F 5p News ..WTF..	03	900	30 Comme		3				3	2700
138	M-F 530p News ..WTF..	06	450	30 Comme		4				4	1800
140	M-F 6p News ..WTF..	03	1200	30 Comme		1				1	1200
144	M-F 7p News ..WTF..	06	500	30 Comme		1				1	500
146	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme		1				1	500
148	M-Su 11p News ..WTF..	03	1250	30 Comme		2				2	2500
149	M-Su 11p News ..TWTF..	06		30 Comme				1		1	
150	M-F 1135p ET / 1035p CT Tonight Show ..TWTF..	06		30 Comme				2		2	
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Associated Copies:	No			Business Category:	Transactional

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151	Sat 9a NewsS.	03	300	30 Comme		1	1			2	600
152	Sat 7p Entertainment TonightS.	03	650	30 Comme		1		1		2	1300
153	Sun 8a Today ShowS	01	1100	30 Comme		1	1	1		3	3300
154	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme			1	1		2	10000
155	M-Th, Su 430a News M.....	06	25	30 Comme			1	1		2	50
156	M-F 9a Today Show II M.....	06	275	30 Comme			1	1		2	550
157	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1		3	375
159	M-F 530p News M.....	06	450	30 Comme		1	1	1		3	1350
161	M-F 5a News ..WTF..	03	150	30 Comme		1				1	150
162	M-F 5a News ..TWTF..	03	150	30 Comme			1	1		2	300
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163	M-F 530a News ..WTF..	03	250	30 Comme		1				1	250
164	M-F 530a News .TWTF..	03	250	30 Comme			1	1		2	500
165	M-F 6a News .TWTF..	01	1450	30 Comme			2	2		4	5800
166	M-F 6a News M.....	01	1450	30 Comme					1	1	1450
167	M-F 7a Today Show ...F..	03	900	30 Comme	1					1	900
168	M-F 9a Today Show II .TWTF..	03	550	30 Comme			2	2		4	2200
169	M-F 9a Today Show II M.....	03	550	30 Comme					1	1	550
170	M-F 10a News .TWTF..	03	160	30 Comme			2	2		4	640
171	M-F 10a News M.....	03	160	30 Comme					1	1	160
172	M-F 11a Daytime .TWTF..	03	160	30 Comme			2	2		4	640
173	M-F 12p Today Show III	03	200	30 Comme			2	2		4	800
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174	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots				1	1	200
175	M-F 1p Days Of Our Lives .TWTF..	03	400	30 Comme	Nbr of Spots		2	2		4	1600
176	M-F 1p Days Of Our Lives M.....	03	400	30 Comme	Nbr of Spots				1	1	400
177	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots		2	2		4	1800
178	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots				1	1	450
179	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
180	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
181	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
182	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
183	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots			2	2	4	4800
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184	M-F 6p News	03	1200	30	Nbr of Spots				1	1	1200
	M.....			Comme							
186	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30	Nbr of Spots			1	1	2	10000
	.TWTF..			Comme							
187	M-F 7p News	03	1000	30	Nbr of Spots			1	1	2	2000
	.TWTF..			Comme							
188	M-F 730p Entertainment Tonight	03	1000	30	Nbr of Spots			2	2	4	4000
	.TWTF..			Comme							
189	M-F 730p Entertainment Tonight	03	1000	30	Nbr of Spots				1	1	1000
	M.....			Comme							
190	M-Su 11p News	03	1250	30	Nbr of Spots			3	3	6	7500
	.TWTF.S.			Comme							
191	M-Su 11p News	03	1250	30	Nbr of Spots				1	1	1250
	M.....			Comme							
192	M-F 1135p ET / 1035p CT Tonight Show	03	650	30	Nbr of Spots		1			1	650
	.WTF..			Comme							
193	M-F 1135p ET / 1035p CT Tonight Show	01	1300	30	Nbr of Spots			2	2	4	5200
	.TWTF..			Comme							
194	M-F 1135p ET / 1035p CT Tonight	03	650	30	Nbr of Spots				1	1	650
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Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
196	Show M..... Sat 12p News	06	75	30 Comme		1	1			2	150
197S. Sat 6p News	06	350	30 Comme		1				1	350
203S. Sat 6p News	03	700	30 Comme			1			1	700
204	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1200	30 Comme			1	1		2	2400
205	Sun 9a NewsS	03	300	30 Comme			1	1		2	600
206	Sun 6p NewsS	03	750	30 Comme			1	1		2	1500
207	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme				1	1	2	7200
208	Tue 10p ET / 9p CT Parenthood ..T....	03	3600	30 Comme					1	1	3600
209	Fri 9p ET / 8p CT GrimmF..	03	3400	30 Comme				1	1	2	6800
	Sun 815p ET / 715p CT NBC Sunday										
Weekly Totals:					43	48	71	65	17	244	
Total Spots(Ord Spots)					2	4	1	9		16	
Closed PR											

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 776 Issue 6



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	214605	Campaign Ref:	E:120827040
Buyer:	...	Client/Product/Estimate:	. / 11536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	09/10	09/17	09/24	10/01	Total	Cost
210	Night Football	03	10000	30	Nbr of Spots			1	1		2	20000
S			Comme								
211	M-F 7a Today Show	03	900	30	Nbr of Spots			3	3		6	5400
	.TWTF..			Comme								
212	M-F 7a Today Show	03	900	30	Nbr of Spots					1	1	900
	M.....			Comme								
213	Mon 8-10p ET / 7-9p CT Voice	03	9000	30	Nbr of Spots				1		1	9000
	M.....			Comme								
214	M-F 6a News	03	700	30	Nbr of Spots			1			1	700
	MTWTF..			Comme								
215	M-F 12p Today Show III	03	200	30	Nbr of Spots			1			1	200
	MTWTF..			Comme								
216	M-F 6p News	03	1200	30	Nbr of Spots			1			1	1200
	MTWTF..			Comme								
217	Thu 9p ET / 8p CT Office	03	4800	30	Nbr of Spots				1		1	4800
	...T....			Comme								
218	M-F 4p Dr Oz	03	600	30	Nbr of Spots			1			1	600
	...F...			Comme								
Weekly Totals: Total Spots(Ord Spots)						43	48	71	65	17	244	
Closed PR						2	4	1	9		16	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
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Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120827040
100	Sun 6p News	:30 Commercial	09/17/12	Closed Pre Emption	375.00	No Makegood / Credit	0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120827040
109	Sat 9p ET / 8p CT Chicago Fire	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040
110	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	09/10/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120827040
104	Mon 10p ET / 9p CT Grimm	:30 Commercial	09/03/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120827040
108	Sat 9p ET / 8p CT Saving Hope	:30 Commercial	09/10/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120827040
119	M-F 9a Today Show II	:30 Commercial	09/10/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	E:120827040
130	M-F 2p Rachael Ray	:30 Commercial	09/10/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120827040
149	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120827040
150	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040
154	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120827040

Grand Totals

		Month 9 Weeks: 5				Month 10 Weeks: 4	
Totals		09/03	09/10	09/17	09/24	10/01	
Spots	244	43	48	71	65	17	
Cost	214605	29860	25680	65440	79565	14060	

Grand Totals:

Spots:	244
Gross Total:	214,605.00
Commission:	32,190.75
Net Total:	182,414.25

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6296520 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP13/12 14.38

REF: REVISION
 RATE REVISED ON LN 17
 SPOTS CANCELED ON LN'S 91-94, 98, 105
 LN'S 126-129 ADDED AS MG'S
 NEW TTL \$214,605
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM OBAMA FOR AMERICA

9/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	R		700A-900A	30		\$1,500.00	9/4	9/6	1		TU-TH	1

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 1536
 PROGRAM : TODAY SHOW
 CON COM1 : TODAY SHOW

9/14/12 FCC (CS)

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP13/12 14.38
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
91	S		900A-1000A	30		\$300.00	9/8	9/8	0		SAT	0
91	S		900A-1000A	30		\$300.00	9/15	9/15	1		SAT	1
91	S		900A-1000A	30		\$300.00	9/22	9/22	1		SAT	1
91	S		900A-1000A	30		\$300.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS 9A SAT												
CON COM1: NEWS 9A SAT												
92	S		1200N-100P	30		\$75.00	9/8	9/8	0		SAT	0
92	S		1200N-100P	30		\$75.00	9/15	9/15	1		SAT	1
92	S		1200N-100P	30		\$75.00	9/22	9/22	1		SAT	1
92	S		1200N-100P	30		\$75.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS NOON SDAT												
CON COM1: NEWS NOON SAT												
93	S		600P-630P	30		\$350.00	9/8	9/8	0		SAT	0
93	S		600P-630P	30		\$350.00	9/15	9/15	1		SAT	1
93	S		600P-630P	30		\$350.00	9/22	9/22	0		SAT	0
93	S		600P-630P	30		\$350.00	9/29	9/29	0		SAT	0
PROGRAM : NEWS 6P SAT												
CON COM1: NEWS 6P SAT												
94	ES		700P-800P	30		\$650.00	9/8	9/8	0		SAT	0
94	ES		700P-800P	30		\$650.00	9/22	9/22	0		SAT	0
94	ES		700P-800P	30		\$650.00	9/29	9/29	1		SAT	1
PROGRAM : ET												
CON COM1: ET												

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP13/12 14.38
CHANGES *** WFLA-TV ***

LINE#	REF	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
98		ES	1200N-100P	30		\$75.00	9/16	9/16	0		SUN	0
98		ES	1200N-100P	30		\$75.00	9/23	9/23	2		SUN	2
98		ES	1200N-100P	30		\$75.00	9/30	9/30	0		SUN	0
PROGRAM : NEWS NOON SUN CON COM1: NEWS NOON SUN												
105		S	900P-1000P	30		\$650.00	9/8	9/8	0		SAT	0
105		S	900P-1000P	30		\$650.00	9/22	9/29	0		SAT	0
PROGRAM : ENCORE CON COM1: ENCORE												
126		A	700P-800P	30		\$650.00	9/15	9/15	1		SAT	1
PROGRAM : ET CON COM1: ET												
127		A	600A-700A	30		\$700.00	9/17	9/21	1		M-F	1
PROGRAM : AM NEWS CON COM1: AM NEWS												
128		A	1200N-100P	30		\$200.00	9/17	9/21	1		M-F	1
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
129		A	600P-630P	30		\$1,200.00	9/17	9/21	1		M-F	1
PROGRAM : 6P NEWS CON COM1: 6P NEWS												
SEP/12 200545.00 OCT/12 14060.00												CONTRACT TOTAL 214605.00 TOTAL SPOTS 245

REP HEADLINE# 6296520 TRF# E:120827
\$\$\$ MOD# 3: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP13/12 14.38
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$731,523 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- SEP/PJ
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6296520 TRF# E:120827
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP12/12 09.05
*** WFLA-TV ***

ADV # ADV. NAME FOLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296520

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP12/12 09.05

REP: RATE REVISIONS
RATES CHANGED ON LN'S 20-21 AND 101
SPOTS CANCELED ON LN'S 93,95,97,99,102-104 AND 106
LN'S 118-125 ADDED WITH REVISED RATES
NEW TIL \$214,005
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM OBAMA FOR AMERICA

8/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1536

20	R		700A-900A	30		\$900.00	9/18	9/28	3		TU-F	6
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PROGRAM : TODAY SHOW
CON COM1: TODAY SHOW

21	R		700A-900A	30		\$900.00	10/1	10/1	1		MON	1
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PROGRAM : TODAY SHOW
CON COM1: TODAY SHOW

703-516-9680
FROM REP SEP12/12 09.05
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
93		S	600P-630P	30		\$350.00	9/8	9/8	0		SAT	0
93		S	600P-630P	30		\$350.00	9/15	9/15	1		SAT	1
93		S	600P-630P	30		\$350.00	9/22	9/22	0		SAT	0
93		S	600P-630P	30		\$350.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS 6P SAT												
CON COM1: NEWS 6P SAT												
95		S	1130P-101A	30		\$600.00	9/8	9/8	0		SAT	0
95		S	1130P-101A	30		\$600.00	9/15	9/15	1		SAT	1
95		S	1130P-101A	30		\$600.00	9/22	9/22	0		SAT	0
95		S	1130P-101A	30		\$600.00	9/29	9/29	0		SAT	0
PROGRAM : SNL												
CON COM1: SNL												
97		ES	900A-1000A	30		\$150.00	9/9	9/9	1		SUN	1
97		ES	900A-1000A	30		\$150.00	9/16	9/16	1		SUN	1
97		ES	900A-1000A	30		\$150.00	9/23	9/23	0		SUN	0
97		ES	900A-1000A	30		\$150.00	9/30	9/30	0		SUN	0
PROGRAM : NEWS 9A SUN												
CON COM1: NEWS 9A SUN												
99		ES	600P-630P	30		\$375.00	9/9	9/9	1		SUN	1
99		ES	600P-630P	30		\$375.00	9/16	9/16	1		SUN	1
99		ES	600P-630P	30		\$375.00	9/23	9/23	0		SUN	0
99		ES	600P-630P	30		\$375.00	9/30	9/30	0		SUN	0
PROGRAM : NEWS 6P SUN												
CON COM1: NEWS 6P SUN												

REP HEADLINE# 6296520 TRF# E:120827
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP12/12 09.05
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
118	A		600P-630P	30		\$700.00	9/22	9/22	1		SAT	1
			PROGRAM : NEWS 6P SAT									
			CON COM1: NEWS 6P SAT									
119	A		1130P-101A	30		\$1,200.00	9/22	9/29	1		SAT	2
			PROGRAM : SNL									
			CON COM1: SNL									
120	A		900A-1000A	30		\$300.00	9/23	9/30	1		SUN	2
			PROGRAM : NEWS 9A SUN									
			CON COM1: NEWS 9A SUN									
121	A		600P-630P	30		\$750.00	9/23	9/30	1		SUN	2
			PROGRAM : NEWS 6P SUN									
			CON COM1: NEWS 6P SUN									
122	A		1000P-1100P	30		\$3,600.00	9/24	10/1	1		MON	2
			PROGRAM : REVOLUTION									
			CON COM1: REVOLUTION									
123	A		1000P-1100P	30		\$3,600.00	9/25	9/25	1		TUE	1
			PROGRAM : PARENTHOOD									
			CON COM1: PARENTHOOD									
124	A		900P-1000P	30		\$3,400.00	9/21	9/28	1		FRI	2
			PROGRAM : GRIMM									
			CON COM1: GRIMM									
125	A		800P-1100P	30		10000.00	9/23	9/30	1		SUN	2
			PROGRAM : NFL									
			CON COM1: NFL									

SEP/12 199945.00 OCT/12 14060.00

CONTRACT TOTAL 214005.00
 TOTAL SPOTS 248

214,605

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP12/12 09.05
CHANGES *** WFLA-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	:	START	:	END	:SPTS:	WEEK	:	DAYS	:TOTL:
:	:	LINE#:	:	:	:	:	:	DATE	:	DATE	/WK:	INVT	:	:	SPTS:

MARKET TOTALS	\$731,523	WFLA 22%	WFTS 19%	WTSP 23%	WTVT 26%	WTOG 1%	WTTA 2%	WMOR 1%
			WMOX 0%	WXPX 0%	WWSB 6%	CABL 0%		
SHARES ESTIMATED								
SVC- NSI BOOKS- SEP/PJ								
DEMOS- RA35+*								
MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS,PLAN,SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 5



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 214330	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News .TWT...	02	66	30 Comme	Nbr of Spots	3				3	195
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots				1	1	25
6	M-F 6a News ...F..	06	75	30 Comme	Nbr of Spots	1				1	75
9	M-F 530a News ...F..	06	125	30 Comme	Nbr of Spots	1				1	125
12	M-F 6a News .TWT...	02	1000	30 Comme	Nbr of Spots	1				1	1000
13	M-F 6a News ...F..	06	325	30 Comme	Nbr of Spots	1				1	325
17	M-F 7a Today Show .TWT...	02	1500	30 Comme	Nbr of Spots	1				1	1500
22	M-F 9a Today Show II .TWT...	03	660	30 Comme	Nbr of Spots	2				2	1300
Weekly Totals: Total Spots(Ord Spots)						43	51	70	64	17	245
Open PR							-1			-1	-275
Closed PR						2	1	1	9		13

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	214330	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	. / . / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots 1					1	275
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots 1					1	80
34	M-F 12p Today Show III ...F..	06	100	30 Comme	Nbr of Spots 1					1	100
38	M-F 1p Days Of Our Lives ...F..	06	200	30 Comme	Nbr of Spots 1					1	200
42	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots 3					3	750
43	M-F 2p Rachael Ray ...F..	06	125	30 Comme	Nbr of Spots 1					1	125
46	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots 1				1	1	125
47	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots 1					1	425
48	M-F 3p Doctors ...F..	06	225	30 Comme	Nbr of Spots 1					1	225
52	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots 1					1	650
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 5



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 214330	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est/PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
53	M-F 4p Dr Oz ...F..	06	300	30 Comme	1					1	300
56	M-F 4p Dr Oz M.....	06	300	30 Comme					1	1	300
57	M-F 5p News ...TWT...	04	850	30 Comme	2					2	1700
58	M-F 5p News ...F..	06	450	30 Comme	1					1	450
62	M-F 530p News ...TWT...	03	925	30 Comme	3					3	2775
63	M-F 530p News ...F..	06	450	30 Comme	1					1	450
67	M-F 6p News ...TWT...	02	2000	30 Comme	1					1	2000
68	M-F 6p News ...F..	06	600	30 Comme	1					1	600
74	M-F 7p News ...F..	06	500	30 Comme	1					1	500
77	M-F 730p Entertainment Tonight ...TWT...	01	2000	30 Comme	1					1	2000
Weekly Totals:					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

Greer Margolis Mitchell
1010 Wisconsin Ave
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Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 214330	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	Nbr of Spots 1					1	500
82	M-Su 11p News ..TWT..	02	2000	30 Comme	Nbr of Spots 1					1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	Nbr of Spots 1					1	625
86	M-Su 11p News MTWTF..	06		30 Comme	Nbr of Spots Closed PR			3		3	
87	M-F 1135p ET / 1035p CT Tonight Show ...F..	06	325	30 Comme	Nbr of Spots 1					1	325
96	Sat 1130p ET / 1030p CT Saturday Night LiveS.	06	600	30 Comme	Nbr of Spots 1					1	600
98	Sun 9a NewsS	06	150	30 Comme	Nbr of Spots 1					1	150
99	Sun 12p NewsS	06	75	30 Comme	Nbr of Spots 1					1	75
100	Sun 6p NewsS	06	375	30 Comme	Nbr of Spots 1					1	375
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme	Nbr of Spots						
					Closed PR			1		1	
104	Mon 10p ET / 9p CT Grimm M.....	06		30 Comme	Nbr of Spots						
					Closed PR		1			1	
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme	Nbr of Spots			1		1	1800
106	Tue 10p ET / 9p CT Parenthood T.....	06	1800	30 Comme	Nbr of Spots				1	1	1800
107	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots	1	1			2	3400
108	Sat 9p ET / 8p CT Saving HopeS.	06		30 Comme	Nbr of Spots						
					Closed PR						
109	Sat 9p ET / 8p CT Chicago FireS.	06		30 Comme	Nbr of Spots				1	1	
					Closed PR						
110	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme	Nbr of Spots	1	1			2	10000
					Closed PR				1	1	5000
111	M-Th, Su 430a News ..WT...	06	25	30 Comme	Nbr of Spots		4			4	100
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Buyer: ..	Client/Product/Estimate: . / 1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/03	09/10	09/17	09/24	10/01	Total	Cost
112	M-Th, Su 430a News ..TWT..	06	25	30 Comme	Nbr of Spots			4	4		8	200
115	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots			1			1	700
117	M-F 7a Today Show ..WTF..	06	450	30 Comme	Nbr of Spots			2			2	900
119	M-F 9a Today Show II ..WTF..	06	275	30 Comme	Nbr of Spots			1			1	275
					Nbr of Spots			1			1	275
					Open Pre-Empted			-1			-1	275
121	M-F 10a News ...F..	03	160	30 Comme	Nbr of Spots	1					1	160
122	M-F 10a News ..WTF..	03	160	30 Comme	Nbr of Spots			1			1	160
124	M-F 11a Daytime ..WTF..	03	160	30 Comme	Nbr of Spots			2			2	320
126	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots			1			1	200
128	M-F 1p Days Of Our Lives ..WTF..	06	200	30 Comme	Nbr of Spots			2			2	400
130	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme	Nbr of Spots			4			4	500
Weekly Totals: Total Spots(Ord Spots)						43	51	70	64	17	245	
Open PR							-1				-1	-275
Closed PR						2	1	1	9		13	

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	214330	Campaign Ref:	E:120827040
Buyer:	..	Client/Product/Estimate:	. / 11536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
131	M-F 2p Rachael Ray ..TWTF..	06	125	30 Comme			4	4		8	1000
132	M-F 3p Doctors ..WTF..	06	225	30 Comme		1				1	225
134	M-F 4p Dr Oz ..WTF..	06	300	30 Comme		3				3	900
135	M-F 4p Dr Oz ..TWTF..	06	300	30 Comme			3	3		6	1800
136	M-F 5p News ..WTF..	03	900	30 Comme			3			3	2700
138	M-F 530p News ..WTF..	06	450	30 Comme		4				4	1800
140	M-F 6p News ..WTF..	03	1200	30 Comme		1				1	1200
144	M-F 7p News ..WTF..	06	500	30 Comme		1				1	500
146	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme		1				1	500
148	M-Su 11p News ..WTF..	03	1250	30 Comme		2				2	2500
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Client:	Barack Obama/ D/ President	Submission Cost:	214330	Campaign Ref:	E:120827040
Buyer:	..	Client/Product/Estimate:	.. / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
149	M-Su 11p News TWTF..	06		30 Comme	Nbr of Spots Closed PR			1		1	
150	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30 Comme	Nbr of Spots Closed PR			2		2	
151	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots		1			1	600
152	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots		1			1	1300
153	Sun 8a Today ShowS	01	1100	30 Comme	Nbr of Spots		1			1	3300
154	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	Nbr of Spots		1			1	15000
155	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots			1		1	50
156	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots			1		1	550
157	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots			1		1	375
159	M-F 530p News M.....	06	450	30 Comme	Nbr of Spots			1		1	1350
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
161	M-F 5a News ..WTF..	03	150	30 Comme		1				1	150
162	M-F 5a News ..WTF..	03	150	30 Comme			1	1		2	300
163	M-F 530a News ..WTF..	03	250	30 Comme		1				1	250
164	M-F 530a News ..WTF..	03	250	30 Comme			1	1		2	500
165	M-F 6a News ..WTF..	01	1450	30 Comme			2	2		4	5800
166	M-F 6a News M.....	01	1450	30 Comme					1	1	1450
167	M-F 7a Today Show ...F..	03	900	30 Comme	1					1	900
168	M-F 9a Today Show II ..TWTF..	03	550	30 Comme			2	2		4	2200
169	M-F 9a Today Show II M.....	03	550	30 Comme					1	1	550
170	M-F 10a News	03	160	30 Comme			2	2		4	640
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
171	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots				1	1	160
172	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots		2	2		4	640
173	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots		2	2		4	800
174	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots				1	1	200
175	M-F 1p Days Of Our Lives .TWTF..	03	400	30 Comme	Nbr of Spots		2	2		4	1600
176	M-F 1p Days Of Our Lives M.....	03	400	30 Comme	Nbr of Spots				1	1	400
177	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots		2	2		4	1800
178	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots				1	1	450
179	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
180	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
Weekly Totals:					Total Spots(Ord Spots)	43	51	70	64	17	245
					Open PR		-1				-1
					Closed PR	2	1	1	9		13

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
181	M-F 530p News ..TWTF..	03	900	30 Comme			4	4		8	7200
182	M-F 530p News M.....	03	900	30 Comme					1	1	900
183	M-F 6p News ..TWTF..	03	1200	30 Comme			2	2		4	4800
184	M-F 6p News M.....	03	1200	30 Comme					1	1	1200
186	M-F 630p ET / 530p CT NBC Nightly News ..TWTF..	01	5000	30 Comme			1	1		2	10000
187	M-F 7p News ..TWTF..	03	1000	30 Comme			1	1		2	2000
188	M-F 730p Entertainment Tonight ..TWTF..	03	1000	30 Comme			2	2		4	4000
189	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme					1	1	1000
190	M-Su 11p News ..TWTF..	03	1250	30 Comme			3	3		6	7500
191	M-Su 11p News	03	1250	30 Comme					1	1	1250
Weekly Totals: Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
192	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme		1				1	650
193	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	01	1300	30 Comme			2	2		4	5200
194	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme					1	1	650
196	Sat 12p NewsS.	06	75	30 Comme		1	1			2	150
197	Sat 6p NewsS.	06	350	30 Comme		1				1	350
203	Sat 6p NewsS.	03	700	30 Comme			1			1	700
204	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1200	30 Comme			1	1		2	2400
206	Sun 9a NewsS	03	300	30 Comme			1	1		2	600
206	Sun 6p News	03	750	30 Nbr of Spots			1	1		2	1500
Weekly Totals:					43	51	70	64	17	245	
Open PR						-1				-1	-275
Closed PR					2	1	1	9		13	

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Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
207S Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme				1	1	2	7200
208	Tue 10p ET / 9p CT Parenthood .T.....	03	3600	30 Comme				1		1	3600
209	Fri 9p ET / 8p CT GrimmF..	03	3400	30 Comme			1	1		2	6800
210	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme			1	1		2	20000
211	M-F 7a Today Show .TWTF..	03	900	30 Comme			3	3		6	5400
212	M-F 7a Today Show M.....	03	900	30 Comme					1	1	900
213	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme				1		1	9000
214	M-F 6a News MTWTF..	03	700	30 Comme			1			1	700
215	M-F 12p Today Show III MTWTF..	03	200	30 Comme			1			1	200
216		03	1200	30 Comme			1			1	1200
Weekly Totals:											
Total Spots(Ord Spots)					43	51	70	64	17	245	
Open PR						-1				-1	
Closed PR					2	1	1	9		13	

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Buyer:		Client/Product/Estimate:	. / . / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est/PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
M-F 6p News											
MTWTF..				Comme							
Weekly Totals:					43	51	70	64	17	245	
Total Spots(Ord Spots)											
Open PR						-1				-1	-276
Closed PR					2	1	1	9		13	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120827040
100	Sun 6p News	:30 Commercial	09/17/12	Closed Pre Emption	375.00	No Makegood / Credit	0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120827040
109	Sat 9p ET / 8p CT Chicago Fire	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040
110	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	09/24/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120827040
104	Mon 10p ET / 9p CT Grimm	:30 Commercial	09/10/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120827040
108	Sat 9p ET / 8p CT Saving Hope	:30 Commercial	09/03/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120827040
149	M-F 9a Today Show II	:30 Commercial	09/10/12	Open Pre Emption	275.00		0000000000	E:120827040
149	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120827040
150	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040

Grand Totals

	09/03	09/10	09/17	09/24	10/01	10/07
Spots	245	43	51	70	64	17
Cost	214805	29860	31080	64840	74765	14060

Grand Totals:

<u>Spots:</u>	<u>245</u>
<u>Gross Total:</u>	<u>214,330.00</u>
<u>Commission:</u>	<u>32,149.50</u>
<u>Net Total:</u>	<u>182,180.50</u>

ADV # _____ ADV. NAME POLI/B OBAMA/D/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6296520 CLASS: NATL. LOCAL REGIONAL
 PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP7/12 11.08

REF: REVISION
 CANCELLED LINES 111,113-117
 REV TTL \$184,955 @248X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MEGHAN

CON CM OBAMA FOR AMERICA

511
417

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
111	S		500P-530P	60		\$1,800.00	9/10	9/10	0		MON	0
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 1536												
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
113	S		800A-900A	60		\$2,200.00	9/9	9/9	0		SUN	0
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
114	S		1200N-100P	60		\$150.00	9/9	9/9	0		SUN	0
PROGRAM : NEWS NOON SUN												
CON COM1: NEWS NOON SUN												

9/10/12 FCC (5)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
115	S		800P-1000P	60		\$9,000.00	9/10	9/10	0		MON	0
PROGRAM : THE VOICE												
CON COM1: THE VOICE												
116	S		1000P-1100P	60		\$3,600.00	9/10	9/10	0		MON	0
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												
117	S		900P-1000P	60		\$1,300.00	9/8	9/8	0		SAT	0
PROGRAM : ENCORE												
CON COM1: ENCORE												
SEP/12			173145.00			OCT/12			11810.00			
CONTRACT TOTAL												184955.00
TOTAL SPOTS												248

MARKET TOTALS \$731,523 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%
 SVC- NSI BOOKS- SEP/PJ
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6296520 TRF# E:120827
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES *** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,
WASHINGTON, DC 20007

REP.# OFF.# SALESMAN #
BUYER NAME KATIE KEULEMAN
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296520

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1536 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP4/12 OCT1/12 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP6/12 17.03

REP: REVISION

1X CANCELED ON LN'S 2,72,91-95,100,107
LN'S 113-117 ADDED AS MG'S (60'S SPOTS)
LN 111 RATE REVISED AND LENGTH CHANGED TO 60'S
TTL SAME \$203,005
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM OBAMA FOR AMERICA

5/21/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1536

✓	S		430A-459A	30		\$25.00	9/9	9/9	0		SUN	0
---	---	--	-----------	----	--	---------	-----	-----	---	--	-----	---

PROGRAM : NEWS 430A
CON COM1: NEWS 430A

✓	S		630P-700P	30		\$2,000.00	9/10	9/10	0		MON	0
---	---	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NBC NEWS
CON COM1: NBC NEWS

REP HEADLINE# 6296520 TRF# E:120827
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP6/12 17.03
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	ES		900A-1000A	30		\$300.00	9/8	9/8	0		SAT	0
91	ES		900A-1000A	30		\$300.00	9/15	9/15	1		SAT	1
91	ES		900A-1000A	30		\$300.00	9/22	9/22	1		SAT	1
91	ES		900A-1000A	30		\$300.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS 9A SAT CON COM1: NEWS 9A SAT												
2	ES		1200N-100P	30		\$75.00	9/8	9/8	0		SAT	0
92	ES		1200N-100P	30		\$75.00	9/15	9/15	1		SAT	1
92	ES		1200N-100P	30		\$75.00	9/22	9/22	1		SAT	1
92	ES		1200N-100P	30		\$75.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS NOON SDAT CON COM1: NEWS NOON SAT												
3	ES		600P-630P	30		\$350.00	9/8	9/8	0		SAT	0
93	ES		600P-630P	30		\$350.00	9/15	9/15	1		SAT	1
93	ES		600P-630P	30		\$350.00	9/22	9/22	1		SAT	1
93	ES		600P-630P	30		\$350.00	9/29	9/29	1		SAT	1
PROGRAM : NEWS 6P SAT CON COM1: NEWS 6P SAT												
4	S		700P-800P	30		\$650.00	9/8	9/8	0		SAT	0
94	S		700P-800P	30		\$650.00	9/22	9/29	1		SAT	2
PROGRAM : ET CON COM1: ET												

mkyl 9/15 STP NCIR.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
95	ES		1130P-101A	30		\$600.00	9/8	9/8	0		SAT	0
95	ES		1130P-101A	30		\$600.00	9/15	9/15	1		SAT	1
95	ES		1130P-101A	30		\$600.00	9/22	9/22	1		SAT	1
95	ES		1130P-101A	30		\$600.00	9/29	9/29	1		SAT	1
PROGRAM : SNL CON COM1: SNL												
96	E		800A-900A	30		\$1,100.00	9/16	9/30	1		SUN	3
PROGRAM : SUN TODAY CON COM1: SUN TODAY												
98	E		1200N-100P	30		\$75.00	9/16	9/30	1		SUN	3
PROGRAM : NEWS NOON SUN CON COM1: NEWS NOON SUN												
100	ES		630P-700P	30		\$5,000.00	9/9	9/9	0		SUN	0
100	ES		630P-700P	30		\$5,000.00	9/16	9/16	1		SUN	1
100	ES		630P-700P	30		\$5,000.00	9/23	9/23	1		SUN	1
100	ES		630P-700P	30		\$5,000.00	9/30	9/30	1		SUN	1
PROGRAM : NBC NEWS SUN CON COM1: NBC NEWS SUN												
101	S		800P-1000P	30		\$4,500.00	9/10	9/10	0		MON	0
101	S		800P-1000P	30		\$4,500.00	9/24	9/24	1		MON	1
PROGRAM : THE VOICE CON COM1: THE VOICE												
102	E		1000P-1100P	30		\$1,800.00	9/17	10/1	1		MON	3
PROGRAM : REVOLUTION CON COM1: REVOLUTION												

9/16-9/30
 9/30-N/A-MKSD STP 9/23

REP HEADLINE# 6296520 TRF# E:120827
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP6/12 17.03
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
105	S		900P-1000P	30		\$650.00	9/8	9/8	0		SAT	0
105	S		900P-1000P	30		\$650.00	9/22	9/29	1		SAT	2
PROGRAM : ENCORE												
CON COM1: ENCORE												
107	S		430A-459A	30		\$25.00	9/10	9/10	0		MON	0
PROGRAM : NEWS 430A												
CON COM1: NEWS 430A												
111	RL		500P-530P	60		\$1,800.00	9/10	9/10	1		MON	1
PROGRAM : NEWS 5P												
CON COM1: NEWS 5P												
113	A		800A-900A	60		\$2,200.00	9/9	9/9	1		SUN	1
PROGRAM : SUN TODAY												
CON COM1: SUN TODAY												
114	A		1200N-100P	60		\$150.00	9/9	9/9	1		SUN	1
PROGRAM : NEWS NOON SUN												
CON COM1: NEWS NOON SUN												
115	A		800P-1000P	60		\$9,000.00	9/10	9/10	1		MON	1
PROGRAM : THE VOICE												
CON COM1: THE VOICE												
116	A		1000P-1100P	60		\$3,600.00	9/10	9/10	1		MON	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												
117	A		900P-1000P	60		\$1,300.00	9/8	9/8	1		SAT	1
PROGRAM : ENCORE												
CON COM1: ENCORE												
SEP/12	191195.00		OCT/12	11810.00								
CONTRACT TOTAL												203005.00
TOTAL SPOTS												254

203/1005

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$731,523 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- SEP/PJ
 DEMOS- RA35+*

MOD CODE A-ADD E-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 F-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 762 Issue 4



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	178730	Campaign Ref:	E:120827040
Buyer:	...	Client/Product/Estimate:	. / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-Th, Su 430a News .TWT...	02	65	30 Comme	Nbr of Spots	3					3	195
5	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots					1	1	25
6	M-F 5a News ...F..	06	75	30 Comme	Nbr of Spots	1					1	75
9	M-F 530a News ...F..	06	125	30 Comme	Nbr of Spots	1					1	125
12	M-F 6a News .TWT...	02	1000	30 Comme	Nbr of Spots	1					1	1000
13	M-F 6a News ...F..	06	325	30 Comme	Nbr of Spots	1					1	325
17	M-F 7a Today Show .TWT...	02	1500	30 Comme	Nbr of Spots	1					1	1500
21	M-F 7a Today Show M.....	06	450	30 Comme	Nbr of Spots					1	1	450
Weekly Totals:						43	51	67	65	17	243	
Total Spots(Ord Spots)												
Open PR								-1	-1		-2	-5375
Closed PR						2	1		7		10	

Greer Margolis Mitchell
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Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 762 Issue 4



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 176730	Campaign Ref: E:120827040
Buyer: ...	Client/Product/Estimate: . / 11536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
22	M-F 9a Today Show II .TWT...	03	650	30 Comme	Nbr of Spots 2					2	1300
23	M-F 9a Today Show II ...F..	06	275	30 Comme	Nbr of Spots 1					1	275
31	M-F 11a Daytime ...F..	06	80	30 Comme	Nbr of Spots 1					1	80
34	M-F 12p Today Show III ...F..	06	100	30 Comme	Nbr of Spots 1					1	100
38	M-F 1p Days Of Our Lives ...F..	06	200	30 Comme	Nbr of Spots 1					1	200
42	M-F 2p Rachael Ray .TWT...	03	250	30 Comme	Nbr of Spots 3					3	750
43	M-F 2p Rachael Ray ...F..	06	125	30 Comme	Nbr of Spots 1					1	125
46	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots 1				1	1	125
47	M-F 3p Doctors .TWT...	04	425	30 Comme	Nbr of Spots 1					1	425
48	M-F 3p Doctors ...F..	06	225	30 Comme	Nbr of Spots 1					1	225
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR							-1	-1		-2	-5375
Closed PR					2	1		7		10	

Greer Margolis Mitchell
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Barack Obama/ D/ President
Submission Number 762 Issue 4



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	178730	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	L / 1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
52	M-F 4p Dr Oz TWT...	03	650	30 Comme	Nbr of Spots 1					1	650
53	M-F 4p Dr Oz ...F..	06	300	30 Comme	Nbr of Spots 1					1	300
56	M-F 4p Dr Oz M.....	06	300	30 Comme	Nbr of Spots				1	1	300
57	M-F 5p News TWT...	04	850	30 Comme	Nbr of Spots 2					2	1700
58	M-F 5p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
62	M-F 530p News TWT...	03	925	30 Comme	Nbr of Spots 3					3	2775
63	M-F 530p News ...F..	06	450	30 Comme	Nbr of Spots 1					1	450
67	M-F 6p News TWT...	02	2000	30 Comme	Nbr of Spots 1					1	2000
68	M-F 6p News ...F..	06	600	30 Comme	Nbr of Spots 1					1	600
74	M-F 7p News ...F..	06	500	30 Comme	Nbr of Spots 1					1	500
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR						-1	-1			-2	-5375
Closed PR					2	1		7		10	

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Original

Client:	Barack Obama/ D/ President	Submission Cost:	178730	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	. / .1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
77	M-F 730p Entertainment Tonight .TWT...	01	2000	30 Comme	Nbr of Spots	1				1	2000
78	M-F 730p Entertainment Tonight ...F..	06	500	30 Comme	Nbr of Spots	1				1	500
82	M-Su 11p News .TWT...	02	2000	30 Comme	Nbr of Spots	1				1	2000
83	M-Su 11p News ...FS.	06	625	30 Comme	Nbr of Spots	1				1	625
85	M-Su 11p News MTWTF..	06		30 Comme	Nbr of Spots				3	3	
87	M-F 1135p ET / 1035p CT Tonight Show ...F..	06	325	30 Comme	Nbr of Spots	1				1	325
96	Sat 1130p ET / 1030p CT Saturday Night LiveS.	06	600	30 Comme	Nbr of Spots		1	1		2	1800
98	Sun 8a NewsS	06	150	30 Comme	Nbr of Spots	1	1	1		3	600
99	Sun 12p NewsS	06	75	30 Comme	Nbr of Spots			2		2	150
100	Sun 6p News	06	375	30 Comme	Nbr of Spots	1	1	1		3	1125
Weekly Totals:					Total Spots(Ord Spots)	43	51	67	17	243	
Open PR							-1	-1		-2	-5375
Closed PR						2	1	7		10	

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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 178730	Campaign Ref: E:120827040
Buyer:	Client/Product/Estimate: . / /1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
101	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme	Nbr of Spots Open Pre-Empted			1 -1		1 -1	376 -375
103	Mon 8-10p ET / 7-9p CT Voice M.....	06	4500	30 Comme	Closed PR Nbr of Spots			1		1	4500
104	Mon 10p ET / 9p CT Grimm M.....	06		30 Comme	Nbr of Spots Closed PR		1			1	
105	Mon 10p ET / 9p CT Revolution M.....	06	1800	30 Comme	Nbr of Spots			1	1	3	5400
106	Tue 10p ET / 9p CT Parenthood ..T.....	06	1800	30 Comme	Nbr of Spots			1	1	2	3600
107	Fri 9p ET / 8p CT GrimmF..	06	1700	30 Comme	Nbr of Spots	1	1	1		4	6800
108	Sat 9p ET / 8p CT Saving HopeS.	06		30 Comme	Nbr of Spots Closed PR	2				2	
109	Sat 9p ET / 8p CT Chicago FireS.	06	650	30 Comme	Nbr of Spots			1		1	650
110	Sun 815p ET / 715p CT NBC Sunday Night Football	06	5000	30	Nbr of Spots	1	1	1		3	15000
Weekly Totals:					Total Spots(Ord Spots)	43	51	67	65	17	243
					Open PR			-1	-1		-2
					Closed PR	2	1		7		10

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PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 178730	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ./11536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
111	M-Th, Su 430a News ..WT...	06	25	30 Comme	Nbr of Spots Open Pre-Empted		4			4	100
112	M-Th, Su 430a News ..WT...	06	25	30 Comme	Nbr of Spots		4	4		8	200
115	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots		1			1	700
117	M-F 7a Today Show ..WTF..	06	450	30 Comme	Nbr of Spots		2			2	900
118	M-F 7a Today Show ..TWTF..	06	450	30 Comme	Nbr of Spots			3	3	6	2700
119	M-F 9a Today Show II ..WTF..	06	275	30 Comme	Nbr of Spots		2			2	550
121	M-F 10a NewsF..	03	160	30 Comme	Nbr of Spots	1				1	160
122	M-F 10a News ..WTF..	03	160	30 Comme	Nbr of Spots		1			1	160
124	M-F 11a Daytime ..WTF..	03	160	30 Comme	Nbr of Spots		2			2	320
126	M-F 12p Today Show III	03	200	30 Comme	Nbr of Spots		1			1	200
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR							-1	-1		-2	
Closed PR					2	1		7		10	

Greer Margolis Mitchell
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Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 762 Issue 4



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 178730	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: ././1536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
128	M-F 1p Days Of Our Lives ..WTF..	06	200	30 Comme		2				2	400
130	M-F 2p Rachael Ray ..WTF..	06	125	30 Comme		4				4	500
131	M-F 2p Rachael Ray .TWTF..	06	125	30 Comme			4	4		8	1000
132	M-F 3p Doctors ..WTF..	06	225	30 Comme		1				1	225
134	M-F 4p Dr Oz ..WTF..	06	300	30 Comme		3				3	900
135	M-F 4p Dr Oz TWTF..	06	300	30 Comme			3	3		6	1800
136	M-F 5p News ..WTF..	03	900	30 Comme		3				3	2700
138	M-F 530p News ..WTF..	06	450	30 Comme		4				4	1800
140	M-F 6p News ..WTF..	03	1200	30 Comme		1				1	1200
144	M-F 7p News	06	500	30 Nbr of Spots		1				1	500
Weekly Totals:					43	51	67	65	17	243	
Open PR							-1	-1		-2	-5375
Closed PR					2	1		7		10	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 762 Issue 4



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 178730	Campaign Ref: E:120827040
Buyer: ..	Client/Product/Estimate: . / 11536	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
146	M-F 730p Entertainment Tonight ..WTF..	06	500	30 Comme		1				1	500
148	M-Su 11p News ..WTF..	03	1250	30 Comme		2				2	2500
149	M-Su 11p News ..TWTF..	06		30 Comme					1	1	
150	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30 Comme							
151	Sat 9a NewsS.	03	300	30 Comme		1	1			2	600
152	Sat 7p Entertainment TonightS.	03	650	30 Comme		1		1		2	1300
153	Sun 8a Today ShowS	01	1100	30 Comme		1	1	1		3	3300
154	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme		1	1	1		3	15000
155	M-Th, Su 430a News M.....	06	25	30 Comme			1	1		2	50
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR							-1	-1		-2	-5375
Closed PR					2	1		7		10	

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Barack Obama/ D/ President
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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	178730	Campaign Ref:	E:120827040
Buyer:		Client/Product/Estimate:	. / /1536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
166	M-F 9a Today Show II M.....	06	275	30 Comme	Nbr of Spots		1	1		2	550
167	M-F 2p Rachael Ray M.....	06	125	30 Comme	Nbr of Spots	1	1	1		3	375
159	M-F 530p News M.....	06	450	30 Comme	Nbr of Spots	1	1	1		3	1350
161	M-F 5a News ..WTF..	03	150	30 Comme	Nbr of Spots		1			1	150
162	M-F 5a News ..WTF..	03	150	30 Comme	Nbr of Spots			1	1	2	300
163	M-F 530a News ..WTF..	03	250	30 Comme	Nbr of Spots		1			1	250
164	M-F 530a News ..WTF..	03	250	30 Comme	Nbr of Spots			1	1	2	500
165	M-F 6a News ..TWTF..	01	1450	30 Comme	Nbr of Spots		2	2		4	5800
166	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots				1	1	1450
167	M-F 7a Today Show ...F..	03	900	30 Comme	Nbr of Spots	1				1	900
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR							-1	-1		-2	-5375
Closed PR					2	1		7		10	

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
168	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots		2	2		4	2200
169	M-F 9a Today Show II M.....	03	550	30 Comme	Nbr of Spots				1	1	550
170	M-F 10a News .TWTF..	03	160	30 Comme	Nbr of Spots		2	2		4	640
171	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots				1	1	160
172	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots		2	2		4	640
173	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots		2	2		4	800
174	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots				1	1	200
175	M-F 1p Days Of Our Lives .TWTF..	03	400	30 Comme	Nbr of Spots		2	2		4	1600
176	M-F 1p Days Of Our Lives M.....	03	400	30 Comme	Nbr of Spots				1	1	400
177	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots		2	2		4	1800
Weekly Totals:						43	51	67	65	17	243
Total Spots (Ord Spots)											
Open PR						2	1	-1	-1	-2	-5375
Closed PR											

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Schedule Dates: 09/03/12 to 10/07/12	Weeks: 5	Order Ref: 06296520
Est./PO Number: 06296520	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
178	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots				1	1	450
179	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
180	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
181	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots		4	4		8	7200
182	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots				1	1	900
183	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots		2	2		4	4800
184	M-F 6p News M.....	03	1200	30 Comme	Nbr of Spots				1	1	1200
186	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots		1	1		2	10000
187	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots		1	1		2	2000
188	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots		2	2		4	4000
Weekly Totals: Total Spots(Ord Spots)					43	51	67	65	17	243	
Open PR							-1	-1		-2	-5375
Closed PR					2	1		7		10	

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Buyer:		Client/Product/Estimate:	/ / 11536	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/03/12 to 10/07/12	Weeks:	5	Order Ref:	06296520
Est./PO Number:	06296520	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
189	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme					1	1	1000
190	M-Su 11p News TWTFSS.	03	1250	30 Comme			3	3		6	7500
191	M-Su 11p News M.....	03	1250	30 Comme					1	1	1250
192	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme		1				1	650
193	M-F 1135p ET / 1035p CT Tonight Show ..TWTF..	01	1300	30 Comme			2	2		4	5200
194	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme					1	1	650
196	Sat 12p NewsS.	06	75	30 Comme		1	1			2	150
197	Sat 6p NewsS.	06	350	30 Comme		1	1			2	700
Weekly Totals:					43	51	67	65	17	243	
Total Spots(Ord Spots)							-1	-1		-2	-5375
Open PR					2	1		7		10	
Closed PR											

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
85	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120827040
100	Sun 6p News	:30 Commercial	09/17/12	Open Pre Emption	375.00		0000000000	E:120827040
101	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/24/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120827040
110	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	09/24/12	Open Pre Emption	5,000.00		0000000000	E:120827040
104	Mon 10p ET / 9p CT Grimm	:30 Commercial	09/10/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120827040
108	Sat 9p ET / 8p CT Saving Hope	:30 Commercial	09/03/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120827040
149	M-Su 11p News	:30 Commercial	09/24/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120827040
150	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120827040

Grand Totals

Totals		Month 9 Weeks: 5				Month 10 Weeks: 4		
		09/03	09/10	09/17	09/24	10/01		
Spots	243	43	51	67	65	17		
Cost	184106	29860	31080	63216	59140	11810		

Grand Totals:

Spots:	243
Gross Total:	178,730.00
Commission:	26,809.50
Net Total:	151,920.50